

POTION

ENGAGEMENT/VENUE:

Venue: Melrose House

Address: 4216 Melrose Avenue, Los Angeles, CA 90029

Date of Show: 8/27/2022

No. of Shows: 1

Time of Show: 9PM-2AM

Ages: 21+

Capacity: 400

Goal: 300

Tickets: Free

COMPENSATION:

\$1,200 guaranteed to DRUMCELL/ARTIST

Flat

X guaranteed to JOSEPH NGUYEN/PROMOTER

Flat

\$0 guaranteed to ZPURPZ/ARTIST & SOUND

BILLING:

Drumcell: Headliner

Joseph Nguyen: Co-Headliner

ZpurpZ: Co-Headliner

EVENT VISION:

House & Techno at USC's debut event features Drumcell who is regarded by the scene as top 3 techno producers in Los Angeles. He has 20.8k followers on Instagram and is slated to play at events such as Observe and Reform. POTION is a new event in Los Angeles that features premier and up-and-coming techno artists and strives to be the go-to event of Thursday night. It strives to collaborate with community leaders and other organizations with similar social and ethical values.

JOSEPH NGUYEN will provide HEADLINER ARTIST and VENUE.

HOUSE & TECHNO AT USC team will be available for volunteer event support.

PRESS RELEASES:

6AM

DJmag

Mixmag

Selector

Trojan Times

USC

MARKETING:

Social Media–Facebook, Instagram

Videos, Photoshoot

DJ Contest

Flyers

USC

CSULB

@trojanshelter



DJ Booth (Outside)



Inside DJ Booth



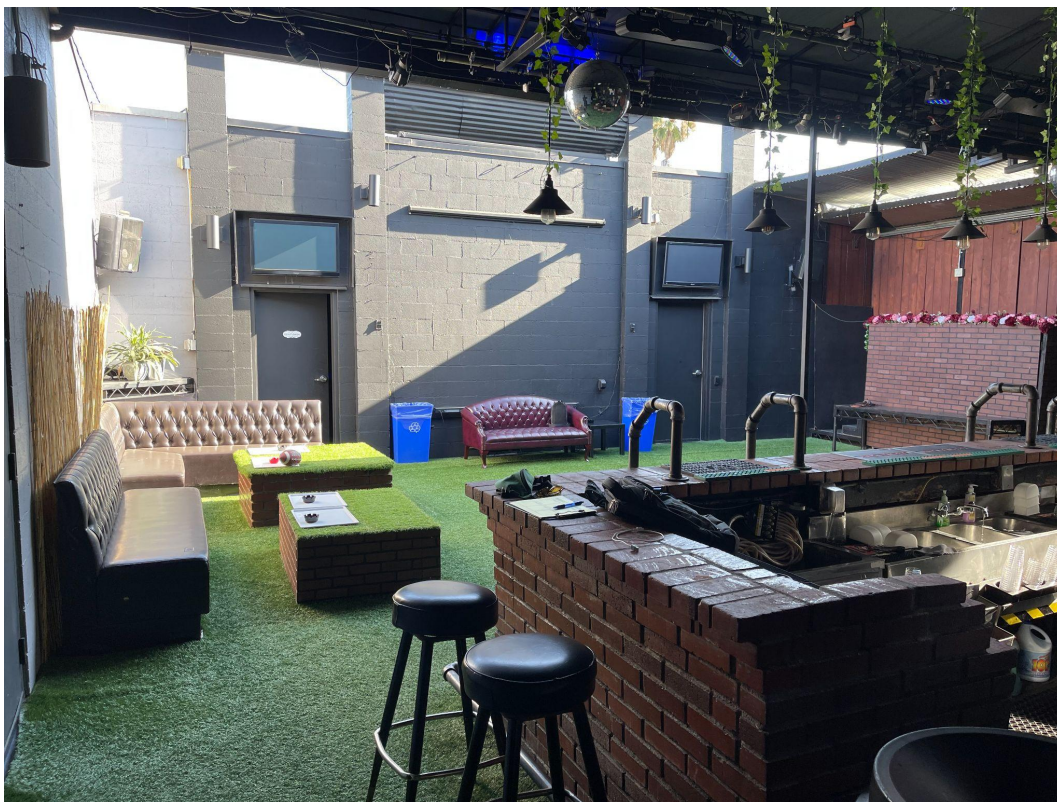
Outdoor Dancefloor



View from DJ Booth



View from DJ Booth



Outside Area



DJ Booth (Indoor)



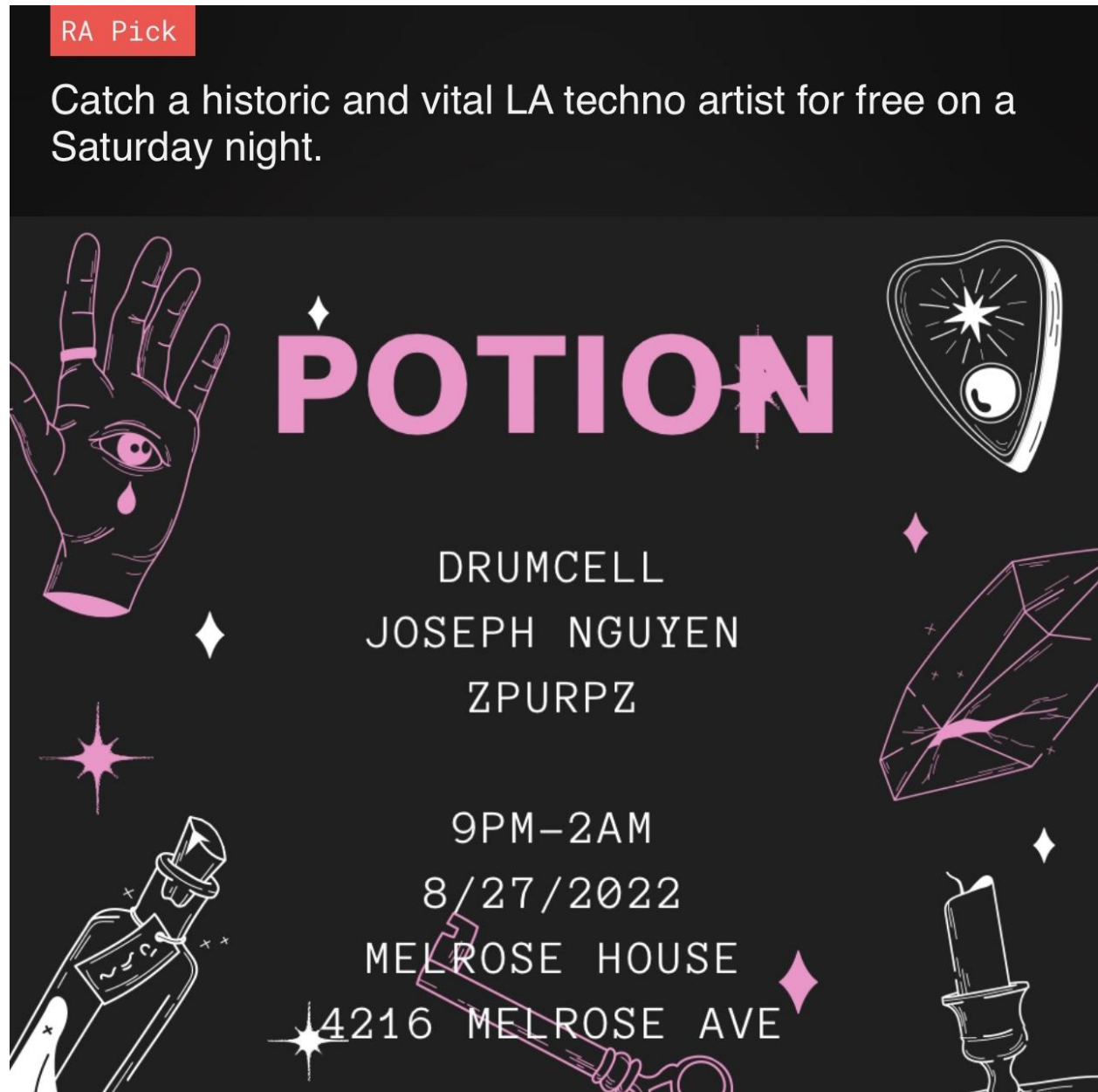
Indoor Dancefloor



Indoor Bar



Artist Hospitality Room



8-27 Potion Public Flyer 1



The flyer features a vibrant orange background with a grid of white line-art icons on the left side, including turntables, a microphone, and a mixer. The main title 'HOUSE & TECHNO AT USC' is in a bold, sans-serif font, followed by 'DJ CONTEST' in a larger, bolder font. Below the title, the text 'Winner will play with a HEADLINER!' is centered. A list of five bullet points details the contest rules. A 'BECOME A MEMBER' section includes a QR code. The bottom right corner contains the 'LEARN MORE' link, the USC Trojan logo, and the USC mascot head.

HOUSE & TECHNO AT USC

DJ CONTEST

Winner will play with a
HEADLINER!

- Record a 60 min mix
- Submit mix to jnguyen9@usc.edu with a brief bio
- All music accepted, house and techno preferred
- Must be an RSO member on engageSC
- Join our RSO to learn more about the EDM industry including mental health, social media, artist and public relations, community building, civic engagement, and live performance
- Connect with creatives and music producers

BECOME A MEMBER



LEARN MORE
USCHOUSETECHNO.COM
[@USC.HT](https://twitter.com/USC.HT)



DJ Contest USC Flyer

A purple-themed flyer for the POTION event. At the top left is a small house icon with a red roof and yellow walls. The top center text reads 'GET YOUR TICKETS' and 'POTION.EVENTBRITE.COM'. Below this, it says '3% of ticket sales benefit Trojan Shelter'. The center features a large photo of a crowded dance floor at night with blue and pink lighting. To the left of the photo, the text 'HOUSE & TECHNO AT USC PRESENTS' is above the word 'POTION' in large white letters. Below 'POTION' is '21+' and 'JULY 1ST'. To the right of the photo is a large white 'X' mark. At the bottom, the text 'PERFORMANCES BY:' is followed by a list of names: ANNIKA WOLFE, DBT + JENNY VOSS, JACKIE HOLLANDER, and JOSEPH NGUYEN. Below this is 'AND' and 'GRAMMY -WINNING SPECIAL GUEST'. On the right side, the event time '09.00 PM TO 02.00 AM' is listed above the venue 'Melrose House' and its address '4216 Melrose Avenue, Los Angeles, CA 90029'. At the bottom right, it says 'More Info:' and 'IG: @potion.la'. The flyer is decorated with white dots and wavy lines.

Trojan Shelter USC Flyer (needs edit)

Event Schedule	
Doors Open 9PM	
9:00-10:30	ZpurpZ
10:30-12:00	Joseph Nguyen
12:00-2:00	Drumcell
Doors Close 2AM	
Afterparty, Location TBA	

Event Timeline		
Date	Objective	Task Status
5/9/2022	Reach out to Catch One	Done, 5/9, PM
5/9/2022	Call USC: Verify Finances	Done, 5/10
5/10/2022	Team Meeting	Done, 2PM
5/17/2022	Finalize Venue	Melrose House, Done, 5/17
7/1/2022	Lock in DJs	Cassian, Done, 5/6 Annika Wolfe, Deposit, 5/18 Drumcell, Deposit, 6/22
7/1/2022	Finalize Publicity	Done, 6/21
7/1/2022	Sell Tickets	Done, 5/30
	Team Meeting	Continuous
7/1/2022	Coordinated Press Release	

Event Budget		
Event Materials	Cost	Paid By
Drumcell	\$1,200	Joseph
Joseph Nguyen	\$0	Joseph
Melrose House	Flat	Joseph, Sal
Staff	\$0	Joseph, Sal
Volunteers (4)	\$0	Joseph, Sal
Electricity	\$0	Joseph, Sal
CDJs, Mixer, Speakers	\$0	Joseph, Sal
Sound		Zan
Flyers (5000)	\$90	Joseph
Xone 96	\$100	Joseph
Amount Paid	\$1,390	Joseph
Amount Remaining	\$0	
Total	\$1,390	